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***New Workshops Offered for Small Retail Businesses***

***City of Fremont Partners with the Fremont Chamber of commerce to Provide Tools to Succeed in Business***

Fremont, CA – February 23, 2004 – On Wednesday, March 31, 2004, the City of Fremont and the Fremont Chamber of Commerce will co-host a workshop on **How A Marketing Strategy Can Make You Money**, to provide small retail businesses the tools to compete in today's challenging retail market.

"Our goal is to serve as a business retention and expansion resource," says Economic Development Director Daren Fields. Added Chamber of Commerce Executive Director Cindy Bonior, "This is an opportunity to connect Fremont businesses with information that will make their business endeavors both rewarding and successful."

How A Marketing Strategy Can Make You Money is the first of a series of workshops for Fremont businesses and is aimed at providing small retail businesses with the tools to succeed in business. In November, the City surveyed the Fremont small retail businesses community on topics of interest. The top three topics included: How A Marketing Strategy Can Make You Money, How to Save Money On Advertising, and Retail Merchandising & Customer Service. The East Bay Small Business Development Centers (East Bay SBDC), a partnership between California State University Hayward, the Northern California Small Business Development Center Network and the U. S. Small Business Administration (SBA), will present the first workshop.

How A Marketing Strategy Can Make You Money will identify steps to develop a successful marketing campaign, and review some of the traditional as well as creative ways to market a business. The workshop/seminar will be offered on Wednesday, March 31, 2004 from 7:30 a.m. to 9:30 a.m. at the Fremont City Hall, City Council Chambers located at 3300 Capitol Avenue, Fremont. The cost to attend is \$20.00 in advance or \$25.00 at the door and includes continental breakfast. To learn more about this workshop or register to attend, please contact the East Bay SBDC at 510-208-0410 or visit [www.eastbaysbdc.org/fremont](http://www.eastbaysbdc.org/fremont).

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